



The New Black Codes

Personal Development for the Black Community

Obtaining Wealth Series

Earn Money

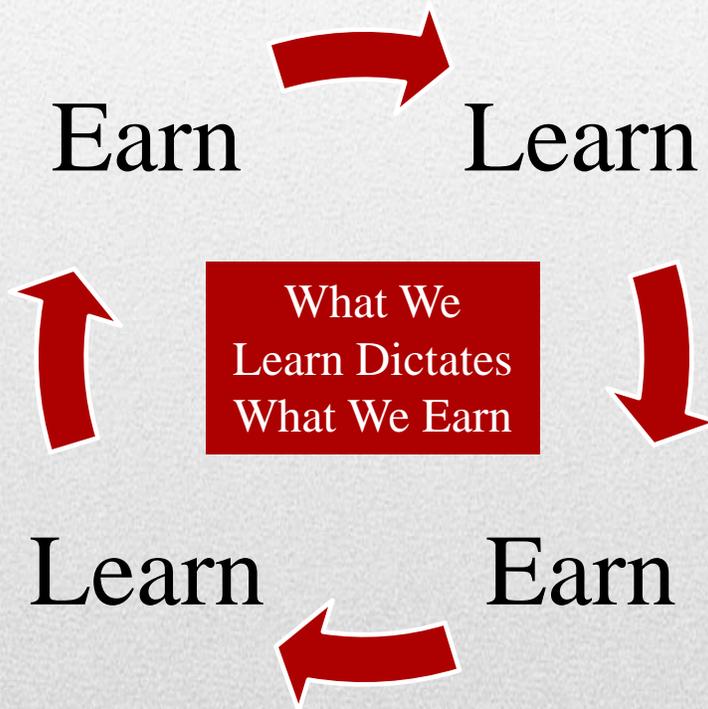
Blogging

For Black People

A New Black Codes Publication

About this Ebook.

This eBook was designed to get you started on the path to creating an income full or part time. This is a guide. This is not a comprehensive list. It was purposely created this way to encourage us black people to research more. This will get you started and provides the basics to what you will need. This is part of the recipe – you’re the only ingredient that is needed.



This eBook is part of our Obtaining Wealth Series. Our goal is simple – provide a way for black people to earn extra income to become investors and owners. If we gain wealth and ownership – we increase our power and influence.

A Few Truths

There are very few companies or individuals that make money **without** selling something. Whether it's a product or service - **something is sold.** Newspapers sell ad space, TV stations sell commercial ad space, McDonald's sells food, Chevrolet sells vehicles, stock brokers sell stocks, etc.. The people who don't have anything to sell – are forced to sell their time. That's the problem for us as black people! We don't have much to sell. It's imperative that we become sellers. Our goal of wealth depends on it. This eBook will give you insight on how to quickly become a seller.



Take Responsibility

The first step is to assume full responsibility for your current financial situation. It doesn't matter if someone screwed you, if an act of God put you there, racism, or if you had a bad childhood that disadvantaged you. Sure those factors may have had a say in where you ended up, but it doesn't help you to dwell on them.

We as black people have been screwed over by unfair laws, institutionalized racism, and unfair media bias, but as long as we focused on those problems, we aren't focused on our wealth. The best way to combat all those things is to become wealthy and become owners.

We individually must assume 100% responsibility for our financial life.

This doesn't mean 85% responsibility or even 99% responsibility. If you're going to improve your situation, you have to put the full burden of doing so squarely on your own shoulders. First and foremost, you must hold yourself responsible.

Even if you share your finances with someone else, you still have to claim 100% responsibility for your situation. There's no splitting responsibility 50-50.

Responsibility is atomic. It's indivisible. You can multiply it, but you can't cut it into pieces. Either you have it, or you don't.

Think about that for a moment. If we as black people put a fraction of the responsibility of our situation onto someone else, or something else we're taking it off ourselves. That's only going to work against us down the road when we attempt to use it as an excuse to slack off in a moment of weakness. If we try to lay responsibility for our situation on anyone or anything else, we're being irresponsible. It's all or nothing.

I can't emphasize this point strongly enough. I know the idea of assuming responsibility may sound a bit cliché at first, but seriously this is where the vast majority of people will fail.

They'll claim 80% responsibility and figure that's enough. It isn't — not remotely. Get it in your mind right now that 80% is the same as 0% when it comes to responsibility. You can't allow yourself the "out" of

blaming racism, the economy, or some other factor for the lack of better results. We can't ignore it – but we also can't dwell on it, it prevents our success – nobody else's success but ours.

Responsibility isn't about blaming yourself or looking to the past. It's about taking control over our current situation. It's about realizing that we always possess — the ability to choose our response. It's about accepting the truth that if anything is going to change, our will must be the force that changes it.

Without 100% responsibility we render ourselves utterly powerless. If we want to change, we have to step into our power - completely. And we can't do that if we give our power away – by skirting responsibility.

I'm not suggesting we can control every circumstance. I'm simply saying that we always have the ability to respond. Sometimes our responses may be limited, but we still have the power to respond at all times.

If we want to change your financial situation, then the responsibility for making it happen is 100% our own. If you don't like the situation you're in, then *you* change it

SHIFT

Shift Your Mindset

In order to move beyond living paycheck to paycheck, you have to shift your mindset first. If we get your mind right, the right actions will follow. If we remain stuck in the wrong mindset, it doesn't matter how hard we try to escape — we'll just stay locked in the same cage. We might even make things worse.



The Mind of an Entrepreneur

Money is a tool, a medium for exchange. If we want more money, we have to create more value and/or deliver our value to more people.

One of the best ways to improve our financial situation is by putting what we know into a permanent form. Permanent nowadays means, putting it on the internet in a medium that you own. This way you can provide value even when you aren't physically present.

For example, when I repaired a washers or dryer for a customer, I was able to deliver some value to that customer. That customer was satisfied and I was paid. But that's a one-time event. Every day I was starting over from scratch. In order to get paid again, I had to physically go to someone else's home, and do another repair.

A lot of us think this is a good way to earn a living, and it is. But it doesn't produce income, unless I'm doing actual work. That's how an *employee* thinks. As an employee we don't build anything that we retain ownership of. Instead, we have been conditioned to trade hours for dollars, so someone else ends up owning what we have helped to build — and thereby reaps all the long-term benefits of ownership. While this is very generous of us to do for them, but very unwise if we wish to become wealthy. We must change this mindset.

Making Money While We Aren't Working

Historically speaking, people have done a pretty good job convincing us that getting a job is the way to go. We've been brainwashed. If we get a job, we shouldn't complain about the wealthy growing wealthier because we're helping them do it. We're doing the work of building and running systems that someone else owns and controls. How does that help us in the long run?

All we're doing is tending to the master's plantation. If we dread going to work each day and have a hard time motivating ourselves, perhaps we should stop volunteering for slave labor, for very little pay, and no long term benefits.

Going back to the washer and dryer example, I decided to write a how to repair your own washer and dryer manual. I was in the business for about two years, and I was pretty good at diagnosing and repairing. I went from not knowing anything about them to having a successful repair business. I wrote down everything I learned in a manual, and I put it on a website. Now the manual can provide value even in my absence. The manual can be used by many and I don't have to physically go to a customer's house. This is how an intelligent *entrepreneur* thinks. Instead of trading hours for dollars, the idea is to invest our time building something that will provide enduring value, even when we aren't physically present.

If you're currently an employee, the word "entrepreneur" may sound complicated and scary. But it's really not a big deal to generate income from self-employment if you give yourself permission. Anyone can generate income this way.

Passive Value – Putting your Information in Permanent Form

I recommend that you don't start out by thinking about passive income. That's putting the cart before the horse. Focus on creating and delivering passive value first. Passive value is sharing something on a medium you own that provides value for others. Create something, put it into a permanent form, and get it into people's hands. Start small. Write an article. Write a blog. Start a YouTube channel, start a podcast. Talk about something that you know about, are familiar with, or interests you. Are you particularly good at giving advice? Do you like to garden? Have you had horrible dating experiences? Do you like to review restaurants that you've tried? What about the cruise you went on? Do you have strong political views? Are you a die-hard horror movie fan? Is there something you particularly hate that you can talk about? Do you like cars? Are you a collector of anything? Are you a matchmaker? Are you a gamer? Whatever your interests, there's a market. Then share it as widely as you can. Then repeat over and over.

Focus on Value

Share something you enjoy creating. Put it onto some kind of tangible media – website, YouTube or podcast, and pass it around.

It really is this simple. Don't overcomplicate it.

I like sharing information that will help people in some way so that's something I choose to share. When I started my repair website I was focused on sharing value, not on making money. Eventually I started researching ideas on how to monetize my work. If you get the value side right, the income side will typically take care of itself. It's really not that difficult to generate a decent income if you can provide a lot of value at low cost. So focus, focus, focus on the value side. The simple truth is that most people who are struggling financially just aren't creating and/or delivering much value. Maybe you can convince people to pay you for nothing, but good luck with that.

Get a Website

The easiest way to start earning money, especially if you have a full time job, is creating your own website. Not any website, but a website that you can modify and update yourself. There are quite a few drag and drop websites out there. They make it easy to build and manage your own website. Here's the one I recommend. Having your own website is better than having a Facebook page or a YouTube channel. The reason – You actually don't *own* that Facebook or YouTube channel. That means that it can be shut down – with little or no explanation by the owners. That's not ideal. Here are the steps to getting your own website.

1. [Get a domain name](#). A domain name is your websites address. It's how people will find you. It's best to have the subject of what your site is about in the domain name. If your website is about dating disasters – have dating disasters as a part of your name. It will allow people to find you easier.
2. [Get a website builder](#). These website builders are easy to use, and you don't have to know much about websites to use them. Even if you're new to creating websites, this won't be difficult.

Monetizing your Website or Blog

It should feel genuinely good to earn income from your blog — you should be driven by a healthy ambition to succeed. If your blog provides genuine value, you fully deserve to earn income from it. .

If you do decide to generate income from your blog, then don't be shy about it. If you're going to put up ads, then *really* put up ads. Don't just stick a puny little ad square in a remote corner somewhere. If you're going to request donations, then *really* request donations. Don't put up a barely visible "Donate" link and pray for the best. If you're going to sell products, then *really* sell them. Create or acquire the best quality products you can, and give your visitors compelling reasons to buy. If you're going to do this, then fully commit to it. Don't take a half-assed approach. Either be full-assed or no-assed.

Can you Earn a Decent Income

Yes, absolutely. At the very least, a high five-figure annual income is certainly an attainable goal for an individual working full-time from home. If you have a day job, it will take longer to generate a livable income, but it can still be done part-time if you're willing to devote a lot of your spare time to it. Full Time is the way to go. As Will Smith once said. Never have a Plan B – it interferes with Plan A.

But knowledge is what separates the 1% from the 99%. There are two types of people, people who learn the easy way, and people who learn the hard way. You have to continue to learn. Both groups may work just as hard, but the 1% is getting much better results for their efforts. Because of what they learn!

Whenever you come across a significant web technology you don't understand, look it up on Google, Wikipedia or YouTube and dive into it long enough to acquire a basic understanding of it. To make money from blogging it's important to be something of a jack of all trades. Maybe you've heard the expression, "A jack of all trades is a master of none." That may be true, but you don't need to master any of these technologies — you just have to be good enough to use them. It's the difference between being able to drive a car vs. becoming an auto

mechanic. Strive to achieve functional knowledge, and then move on to something else. Even though I've created websites, I don't know how many web technologies actually work. I don't really care. I can still use them to generate results. In the time it would take me to fully understand one new technology, I can achieve sufficient functional knowledge to apply several of them.

Have an overall income-generation strategy

I don't want to insult anyone, but most people are utterly clueless when it comes to generating income from their blogs. They slap things together haphazardly with no rhyme or reason and hope to generate lots of money. While I'm a strong advocate of the ready-fire-aim approach, that strategy does require that you eventually aim. Ready-fire-fire-fire-fire will just create a mess.

Take a moment to articulate a basic income-generating strategy for your site. If you aren't good at strategy, then just come up with a general philosophy for how you're going to generate income. You don't need a full business plan, just a description of how you plan to get from \$0 per month to whatever your income goal is. Start with a goal of whatever your full time income happens to be, and let that be your goal.

You can generate income from advertising, affiliate commissions, product sales, donations, or something else? Maybe you want a

combination of these things. However you decide to generate income put your basic strategy down in writing. Take about 15 minutes to create a summary of your monetization strategy. Update it every once in a while to stay focused on where you're headed. It also allows you to say no to opportunities that are inconsistent with your plan.

Refer to your monetization strategy (or philosophy) when you need to make design decisions for your web site. Although you may have multiple streams of income, decide which type of income will be your primary source, and design your site around that. Do you need to funnel people towards an order form, or will you place ads all over the site? Different monetization strategies suggest different design approaches. Think about what specific action you want your visitors to eventually take that will generate income for you, and design your site accordingly.

When devising your income strategy, feel free to cheat. Don't re-invent the wheel. Copy someone else's strategy that you're convinced would work for you too. Do NOT copy anyone's content or site layout (that's copyright infringement), but take note of how they're making money.

Traffic is the Key.

Assuming you feel qualified to take on the challenge of generating income from blogging (and I haven't scared you away yet), the three

most important things you need to monetize your blog are traffic, traffic, and traffic..

Why is traffic so important? Because for most methods of online income generation, your income is a function of traffic. If you double your traffic, you'll probably double your income (assuming your visitor demographics remain fairly consistent). You can screw almost everything else up, but if you can generate serious traffic, it's really hard to fail. With sufficient traffic the realistic worst case is that you'll eventually be able to monetize your web site via trial and error (as long as you keep those visitors coming).

Traffic building is going to be your biggest challenge. All of your plans will hinge on your ability to build traffic. If you can't build traffic, it's going to be very difficult to succeed

Traffic is the primary fuel of online income generation. More visitors means more ad clicks, more product sales, more affiliate sales, more donations, more consulting leads, and more of whatever else that generates income for you. And it also means you're helping more and more people.

Ways to Build Traffic

Now if traffic is so crucial, how do you build it up to significant levels if you're starting from rock bottom?

Use *Reddit* Take full advantage of Reddit when you're just starting out. Periodically submit your best blog posts to Reddit for your niche. This is an easy way to get links and traffic, and best of all, it's free. Do *NOT* spam Reddit with irrelevant material — only submit things to Reddit that are a match for your content.

Try to post to Reddit twice a week, it can help a great deal in going from nothing to something. You still have to produce great content, but Reddit can give you a free shot at marketing your unknown blog. Free marketing is precisely the kind of opportunity you don't want to miss. If your traffic isn't growing month after month, does it mean you're doing something wrong? Most likely you aren't doing enough things right. Again, making mistakes is not the issue. Missing opportunities is.

Use Facebook, Twitter, Instagram, etc. Use these free services to promote your blog. Tweet, or post intriguing titles, so people will click on and read your website or blog. Do this all the time- 5 times a day or more, post different interesting titles. Ask questions to get responses. The best way to do it – follow your favorite blogs or websites on Facebook and Twitter and see what they do.

Ways To Make Money

Affiliate Marketing is selling other peoples products and earning a commission. This isn't a multi level marketing scheme where you have to sign your relatives up. This is simple. Let's say you have a website. Let's say you blog about books (just as an example) and people follow you. You're talking about a book that you really love. You can have a link on your site that people click on to get this great book that you're talking about. When they buy that book, you get a commission. There are literally thousands of affiliate products to sell. You can go to websites like Clickbank or Payloadz.

Google Adsense (google provides third party ads to your website, you have to add the small snippet of code.)

This is an easy way to start something of your own. This is the first step to attaining wealth and Ownership. The idea is to gain a little income and start investing.

1. Get your domain name first: [Click Here](#)
2. Get a great website builder second [Click Here](#)